

# Cold Sore?

Don't let the discomfort linger on.

See how Abreva heals fast from the inside out.



## If you get cold sores you are not alone.

Cold sores are an unpleasant fact of life for many people. A virus called herpes simplex one (HSV-1) causes them. While approximately 80% of American adults carry this virus, only about 20% experience outbreaks – usually 1-3 per year.

### Common triggers include:

-  Chapped or dry lips / Cold weather
-  Sunlight or ultraviolet lamps
-  Injury to the lips (cuts, scratches, bruises)
-  Illness (including colds or flu)
-  Being overly tired
-  Stress or Emotional upset

### How to avoid common triggers

- Prevent chapping – use lip moisturizers
- Avoid the sun or tanning lamps when possible
- Use a sunscreen lip balm containing SPF 15 or better
- Protect your lips from possible injury
- To avoid colds or flu, wash hands often
- Make sure you get enough rest and sleep
- If stressed, consider relaxation therapy
- Keep immune system strong – eat healthy

*Always keep Abreva on hand and start to heal it as soon as you feel it!*

## Don't spend another minute with a cold sore.

Aside from the physical discomfort of burning and stinging, cold sores are embarrassing. Nobody wants to spend an extra minute with a cold sore – which is why you should try **ABREVA**.

### Make cold sore healing easy on yourself

**ABREVA** is available in two formats; a convenient tube to keep Abreva ever-ready at home, and now a new easy-to-use pump that's great for on the go. The pump can quickly give you the right amount of **ABREVA** to help speed healing and reduce symptom duration.



### Now in a clean and easy to use pump

The **ABREVA** pump fits easily into your pocket or into the tiniest purse. Be sure to carry it with you – especially when you feel a cold sore coming on.



*Shortens healing time –  
No prescription required*

**abreva**  
Think Fast. Think Abreva.

## Are you healing your cold sore or just soothing it?

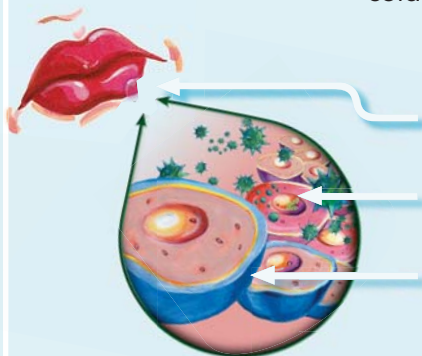
Cold sores can linger for 8 to 10 days. While other over the counter products can soothe cold sores, only **ABREVA** has been clinically proven to speed the healing process.

**ABREVA** is the first and only non-prescription cold sore medicine that is approved by the Food and Drug Administration (FDA) to:

- Shorten healing time
- Shorten symptom duration

### Abreva heals like no other because it works like no other

**ABREVA** contains Docosanol Cream 10%, a unique, patented ingredient that helps prevent the cold sore virus from infecting healthy lip cells. When used early, it helps healthy cells defend themselves against the cold sore virus. The virus has a difficult time infecting more and more cells. This means cold sores heal faster and symptoms don't last as long.

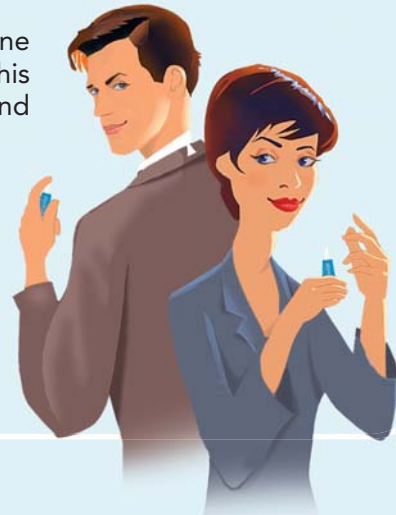


### Abreva works from the inside out

A feeling of tingling, itching, burning or redness means a cold sore is coming on!

The virus fuses with the cell membrane. It can only reproduce inside a cell.

**ABREVA** strengthens the cell membrane to help block the entry of the virus. This stops the infection from spreading, and infecting more cells.



### The sooner you start using Abreva, the better it works!

- Be ready for the tingle, have **ABREVA** readily available
- ABREVA** works best if it's used at the very start of a cold sore
- If you miss the tingle stage, start using **ABREVA** as soon as you can
- Remember to use **ABREVA** 5 times a day until healed

### Abreva is getting great word of mouth.

**ABREVA** is the #1 pharmacist recommended brand.\* But don't take our word for it. Try it yourself. If you're not completely happy with **ABREVA'S** fast healing, we'll refund your money!



**abreva**  
Think Fast. Think Abreva.

**For more information about Abreva:**  
Call **1-877-709-3539** weekdays  
Or visit **www.ABREVA.com**

If you need professional advice, talk to your healthcare professional.

Talk to your family doctor or pharmacist if...

your cold sore becomes infected or if your cold sore lasts for more than 10 days.



\* Pharmacy Times 2007 Pharmacist Recommendation Survey

© 2008 GlaxoSmithKline Consumer Healthcare  
Abreva logo and design are owned by GlaxoSmithKline